

An Status Analysis of International Student Education Service Quality in Higher Vocational Colleges and its Improvement Strategies

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Abstract: With the further development of the international exchange and communication of vocational education, more and more higher vocational colleges are recruiting international students. The quality of education service for international students is related to the impression and perception of students from all over the world towards China and the friendly relationship between China and other countries. This paper analyzes the main problems existing in the quality of international student education service in higher vocational colleges and their main reasons and puts forward the corresponding promotion strategies.

Keywords: Higher Vocational College; International Student; Education and Service Quality; Status Analysis; Improvement Strategies

With the further integration of China's economy with the world, and the rapidly advancing pace of internationalization of vocational education and the increasing international students in vocational colleges of China, China now has become the largest international student destination and the third in the world. Higher vocational colleges are not only the responsible for personnel cultivation and scientific research, and also for the new mission of serving the international community and cultural heritage. And as a vocational college, it still has a long way to full play its characteristic advantages and improve the quality of education and management for international students to cultivate more international students for overseas Chinese enterprises and bring Chinese technology and China-made products to the world. However, at present, there are not many systematic research results on the improvement of the quality of international student education management in higher vocational colleges by Chinese education researchers. The research on the quality of international student education service in higher vocational colleges obviously fails to catch up with the internationalization of higher vocational colleges and the growth of international students. Therefore, it brings great challenges to vocational colleges to avoid blindly expanding the scale of international students, ensure the quality of international students' education service, form a virtuous circle of international students' education service management in China, and further enhance China's international reputation and international status. The thesis investigates 3 higher vocational colleges that recruit international students, summarizes the main problems and their causes through data collection and analysis, and puts forward corresponding solutions, hoping to provide new theoretical and practical strategies for the improvement of international student education service quality in higher vocational colleges, and for the promotion of the internationalization of vocational education in China.

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1. Problems in the quality of international student education service and its main causes

1.1 International student management

Some international students thought that leaders of the college are lack of supervision on international student counselors, inefficiency of international educators, and the insufficient ability to solve students' problems. And also, international Student Counselors sometimes fail to respect international students, care for students and understand the cultural customs of students from different countries.

The main reasons are that the international student education service workers are lack of international education management and service concept; the management system and standardized work flow; the comprehensive quality of the international education workers needs to be improved; the strength of the international student management team is relatively weak.

1.2 Teaching guarantee

Some international students think that the teaching hardware guarantee are not advanced; their teachers are not patient enough with students and do not understand their characteristics well; they are not satisfied with the access to higher education and scholarship with the examination form. At the same time, enterprises put forward that students should not only have the Chinese communication ability, but also have certain professional ethics.

The thesis analyzes that the main causes for above problems are that the teaching equipment is lack of maintenance; the expansion of teachers group can't keep up with the growth of students; limited channel of upgrading from college to university; the relatively rigid examination form; the combination of curriculum design and enterprise needs is not close enough.

1.3 Cross-cultural communication

According to some international students, it is very difficult to integrate into Chinese students due to great learning pressure; counselors do not know much about their personalities and characteristics, and do not respect their way of doing things.

In the aspect of cross-cultural communication, the international student counselors and teachers lack the cross-cultural communication ability. The way they manage the international students is just the same as the way they do to Chinese students, and do not think in the position of international students. At the same time, it is necessary to strengthen the construction of cross-cultural adaption ability for international students to help them to be adaptive..

1.4 Logistics support

Since international students come from different countries with different living habits and customs, they hope that the school will provide diversified housing options with more complete dormitory appliances, public kitchens and gymnasiums. By overall investigations, the logistics support of international students generally involves many departments such as the logistics department, the security department, the student affairs department, etc., which is difficult to implement and needs repeatedly coordination and communication about relevant work procedures.

1.5 Internal factors of International Students

Because international students range from age, customs, beliefs, and mental status. And the adaptation to the new environment differentiates. Therefore, some international students do not know how to communicate with their counselors and others; colleges should not only focus on training international students' knowledge but also on personality, so as to enhance their interaction with Chinese students; some international students hope that their teachers will be more responsible, cheerful, enthusiastic with better communication ability. All these problems are caused by the current less standardized management, management personnel's limited understanding of rules of the colleges, and law and regulations of China, the weak integration of Chinese and foreign students, the shortage of communication between international students and counselors and teachers, the mismanagement of international student self-management platform.

2. Strategies to improve international student education and service quality

The construction of international student education service quality assurance system is the foundation of international student education. In order to build an efficient international student education service quality assurance system and comprehensively

improve the international management of higher vocational colleges, it is necessary to actively seek solutions from awareness, to specific changes in teaching, scientific research and daily service by the joint effort and close cooperation from the relevant management departments to the grass-roots staffs.

2.1 Strategies to improve international students management

The concept of international student education service and management should keep pace with the times, which attaches great importance to the improvement of rules and regulations of international student management, standardization of work flow, comprehensive quality of international educators and the international student management team.

2.2 Strategies to improve teaching guarantee

On the one hand, higher vocational college should ensure the configuration and normal operation of teaching equipment and facilities, the sufficiency of teachers and open channels of diploma upgrade with scholarship for students. On the other hand, the curriculum design for international students should adapt to the international industry standards and the needs of enterprises. What's more, it is necessary to establish a "capacity-based" evaluation system.

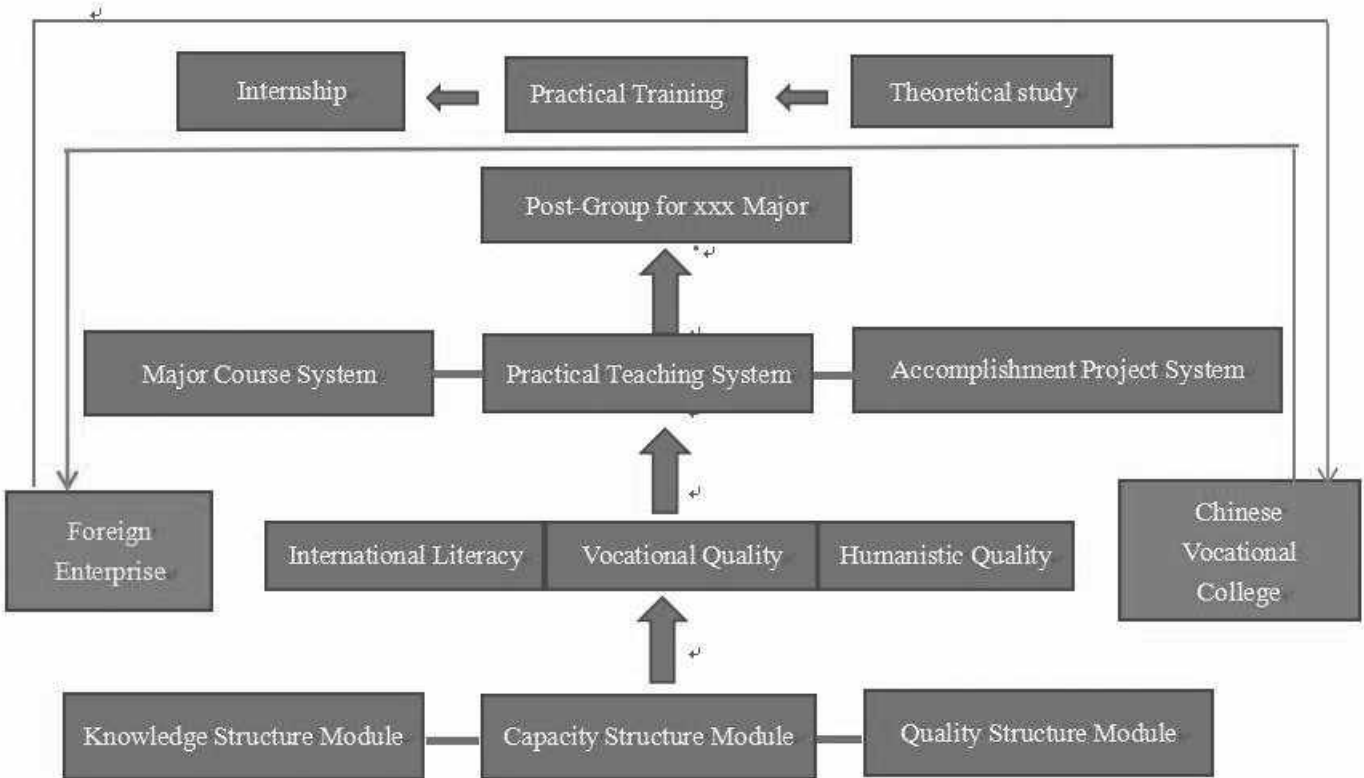


Figure 1. Three dimensional talent training model (Cited from the the Higher Vocational College Research Institute of C College in Liuzhou).

2.3 Strategies to eliminate barriers of cross-cultural communication

In order to eliminate barriers of cross-cultural communication, higher vocational colleges should cultivate the intercultural communication ability of international educators and international students' sense of identity with Chinese culture, which help them understand Chinese culture in a subtle way; establish a secondary psychological counseling station, so as to ease the intercultural communication barriers of international students

2.4 Strategies to improve the logistic support ability

We should pay attention to the leadership and cooperation among all departments; care for the students, serve them carefully and think in different positions, solve problems for international students practically, and strive to create a comfortable learning and living environment for international students.

2.5 Strategies for self-management of international students and the internalization of management system

In terms of international student management and service, we should combine hardness and softness to standardize management; encourage international students to participate in various school and off campus activities, competitions, Chinese corner and student association activities; to actively communicate with teachers and counselors; and encourage teachers and counselors to guide international students to actively participate in international student self-management.

3. Conclusion

Every international student is a messenger to spread Chinese culture to the outside world, therefore the improvement of international education service quality is quite important for the adaptability of international students, the improvement of comprehensive quality and ability, the effect of international publicity and the satisfaction of students to the college. Higher vocational colleges should improve the service quality of international students' education, improve the satisfaction of international students, and build a high-quality and high-level international education service team with international vision, advanced teaching concept, innovation ability, cross-cultural vocational education and management ability, so as to cultivate more international talents who are familiar with international rules with strong practical ability.

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